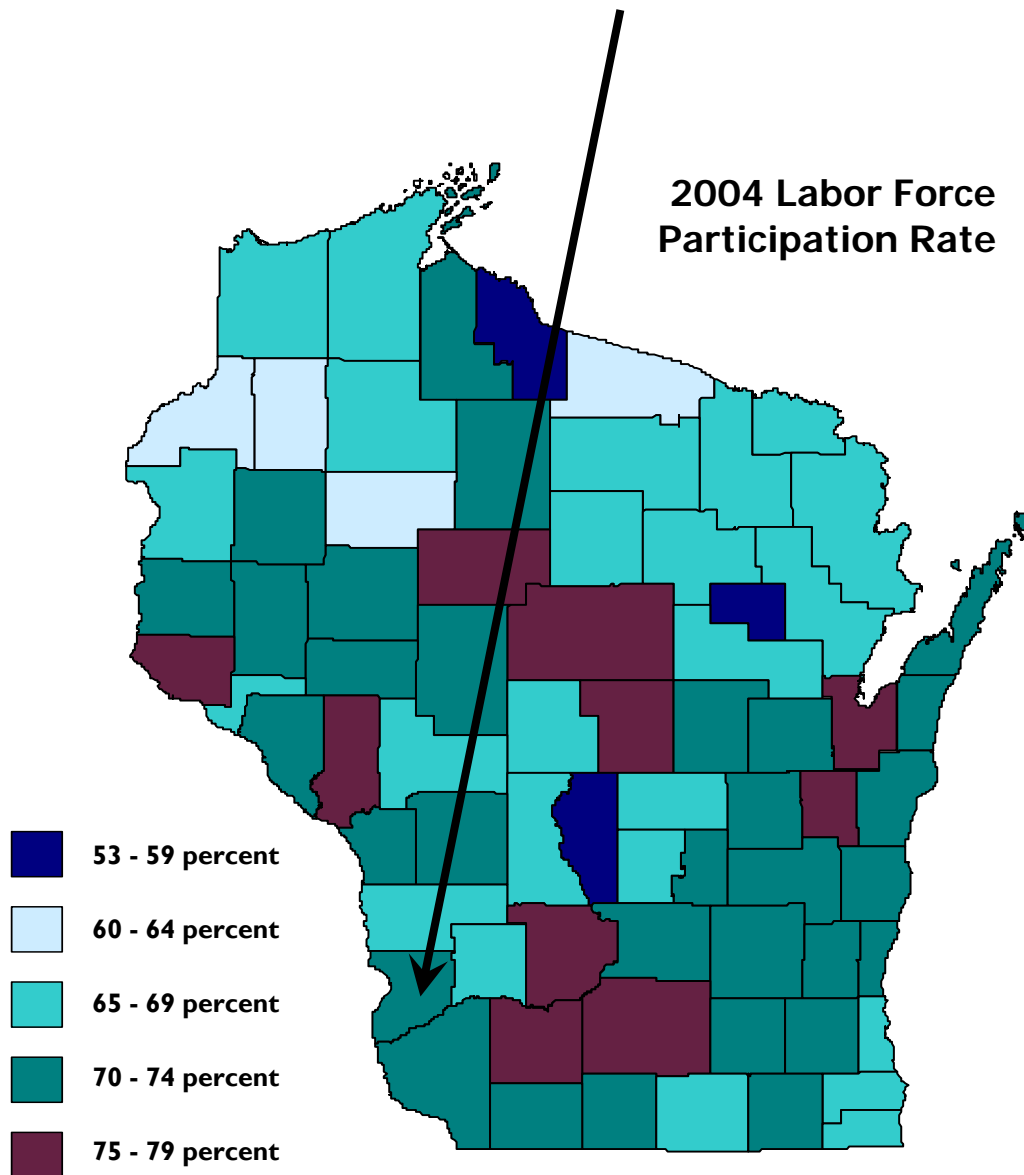


Crawford County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

Crawford County's population increased at a slower pace than both the state and nation between 2000 and 2005. Since 2000, the county has grown by 250 residents. Population projections for the period 2000 to 2020 indicate that the county will increase about one half the rate of the state and about a third of the national rate. The overall growth rate for the county between 2000 through 2020 is projected to be 6.0 percent, compared to 13.9 percent for the state and 19.3 percent for the nation.

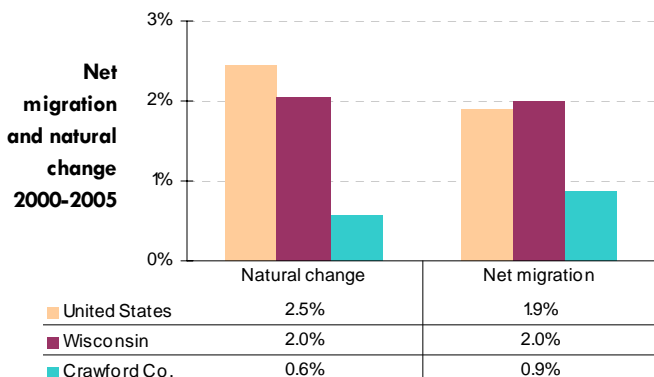
The percent of the population aged 16 years and over that is currently in the labor force is 70.5 percent. This is just below the statewide average of 70.8 percent but above the nation's participation rate of 65.4 percent.

The county has a participation rate that is just below average for Wisconsin, however, this does not necessarily mean that the area has surplus of workers available to enter the labor force. The make-up of the county's population by age group is quite different than the state and nation. The percentage of the population in the groups between 25 and 59 years is well below the state and nation, while the percentage of the labor force under age 25 and over age 60 is above the state and national average. This will change slightly in the next 15 years as the percentage under age 25 will drop below the state and national average and the area will have a higher percentage of the population in the upper two brackets. The greatest disparity between the county and the state and na-

Five largest municipalities in Crawford County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Crawford County	17,243	17,493	250	1.4%
Prairie du Chien, City	6,018	6,035	17	0.3%
Prairie du Chien, Town	1,076	1,109	33	3.1%
Bridgeport, Town	946	996	50	5.3%
Clayton, Town	956	943	-13	-1.4%
Seneca, Town	893	925	32	3.6%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



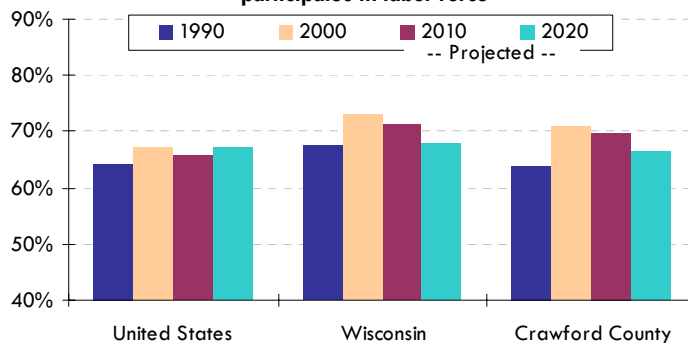
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Crawford County
Total population in 2000	281,424,602	5,363,715	17,243
Population est. Jan. 1, 2005	295,160,302	5,580,757	17,493
Change	13,735,700	217,042	250
% change	4.9%	4.0%	1.4%
2005 Labor force population*	224,837,000	4,339,938	13,461
Share of total population	76.2%	78%	77.0%
Labor force	147,125,000	3,071,179	9,495
Labor force participation rate	65.4%	70.8%	70.5%
2005 Population 16 yrs. & over	228,621,674	4,417,313	14,006
16-24 yrs old	37,489,370	743,764	2,591
Share of population 16+ yrs	16.4%	16.8%	18.5%
25-59 yrs old	142,248,896	2,708,865	7,655
Share of population 16+ yrs	62.2%	61.3%	54.7%
60 yrs and older	48,883,408	964,684	3,760
Share of population 16+ yrs	21.4%	21.8%	26.8%
Projected population: 2020	335,804,546	6,110,878	18,285
Population 16 yrs. & over	264,085,104	4,869,573	14,935
16-24 yrs old	37,918,865	681,586	1,688
Share of population 16+ yrs	14.4%	14.0%	11.3%
25-59 yrs old	150,678,402	2,756,884	7,947
Share of population 16+ yrs	57.1%	56.6%	53.2%
60 yrs and older	75,487,837	1,431,103	5,300
Share of population 16+ yrs	28.6%	29.4%	35.5%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

tion will remain at the age 60 and over level. This is the age that workers are either at or near retirement. This can place limits on future labor force expansion in the county.

Revised Labor Force

The county's labor force had its largest increase of workers between 1997 to 1998 when it added 636 workers. This was two years before the most recent recession. In the year 2000 there was a large decline in the county's labor force, however, the change in labor force at this point in time may be the result of a change in the estimating process brought about by the 2000 census creating a break in the data.

The county's unemployment rate reached a low point in 2000 at 3.6 percent. During the last fifteen years, the county's unemployment rate has remained above the statewide average.

The unemployment rate for the county increased with the onset of the recession in 2001. Although the recession also ended in 2001, the unemployment rate continued to rise through 2003 when it reached 6.2 percent. Since that time, the number of unemployed and the rate have declined.

Currently the labor force for the county is at 9,495. Although the unemployment rate has moderated during the last year, the number of workers estimated to be unemployed remains above the long term average of 464.

Crawford County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	8,018	7,589	429	5.4%
1991	8,465	7,932	533	6.3%
1992	8,734	8,177	557	6.4%
1993	8,987	8,501	486	5.4%
1994	9,239	8,717	522	5.6%
1995	9,383	8,905	478	5.1%
1996	9,424	8,989	435	4.6%
1997	9,730	9,368	362	3.7%
1998	10,366	9,975	391	3.8%
1999	10,052	9,683	369	3.7%
2000	9,153	8,828	325	3.6%
2001	9,342	8,869	473	5.1%
2002	9,337	8,823	514	5.5%
2003	9,445	8,859	586	6.2%
2004	9,495	8,991	504	5.3%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

The focus of analysis to this point has been on quantitative changes in Crawford County's population and labor force. At this point we move to information on the quality of the county's labor force in comparison with the state and nation by age and gender.

Among the ways which experts measure the overall quality

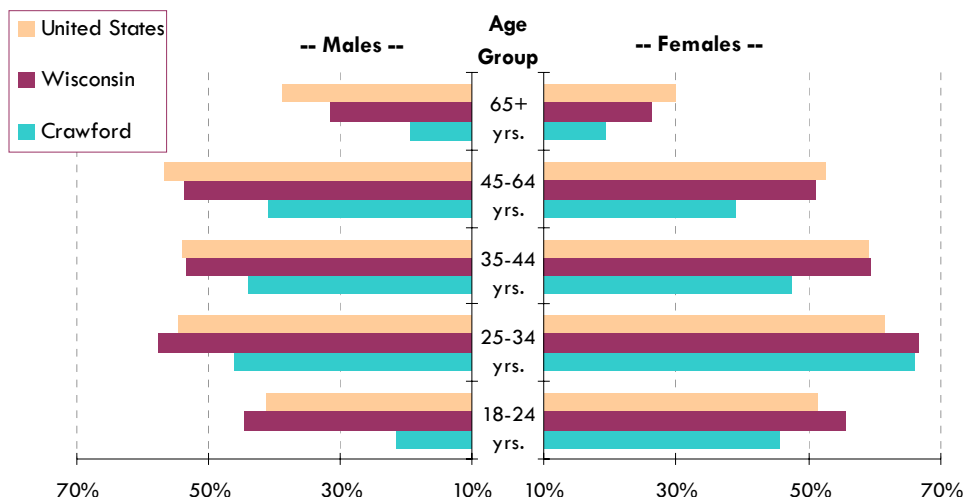
of a region's skilled workforce is through an analysis of the level of education attainment among the population. An example of this analysis is depicted in the graph below. In reviewing this data, a number of significant trends are apparent.

The county is surpassed by the state and national averages on the level of post-secondary education (measured as attendance

at either a technical or community college and/or four-year college or university) at the five age levels, with the exception of the 25 to 34 year old age group for females. The percentage of females with secondary education in the 25 to 34 year age group surpasses the national level but remains below the state average.

The percentage of females in the county with post-secondary education exceeds males through age 44. At this point, the percent of males with post secondary education exceeds that of females. The state and nation follow a similar trend.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Average wages in Crawford County were at 71 percent of the statewide average in 2004 and average wages in all of the county's industry sectors were below the state average wages. The average wage in the other services industry was closest to the state average at 89.2 percent. The highest paying industry in the county is financial activities at \$34,478. Manufacturing was second highest at \$32,932.

Although manufacturing ranked second in average annual wages in the county, it provided the largest share of the county's total payroll. Nearly 30 percent of the wages in the county are from this industry. Trade, transportation and utilities also provides nearly as great a share of the county's jobs. These two industries also provide over half of the county's jobs.

There is a difference on the impact of jobs and wages in the county. Manufacturing has a positive employee to wage ratio, meaning that the industry accounts for a higher portion of the county's wages than it does jobs, while trade, transportation and utilities provides a greater percentage of the county's jobs than it does wages. Manufacturing provides 29.5 percent of the county's wages compared to 26.3 percent in trade, transportation and utilities. Both of these industries are extremely important to the economy of the area.

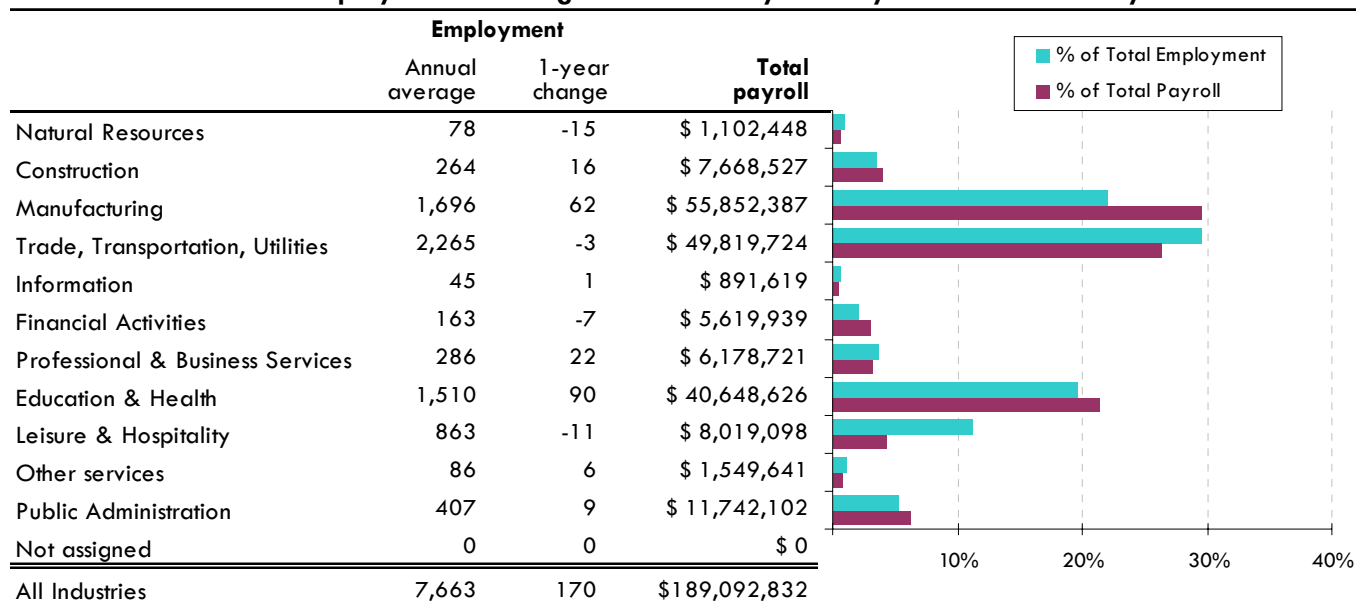
Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Crawford County	Wisconsin	% change
All Industries	\$ 34,749	\$ 24,676	71.0%	6.3%
Natural resources	\$ 27,399	\$ 14,134	51.6%	-11.4%
Construction	\$ 41,258	\$ 29,047	70.4%	7.1%
Manufacturing	\$ 44,145	\$ 32,932	74.6%	6.7%
Trade, Transportation, Utilities	\$ 30,088	\$ 21,995	73.1%	6.6%
Information	\$ 41,759	\$ 19,814	47.4%	7.6%
Financial activities	\$ 45,103	\$ 34,478	76.4%	9.9%
Professional & Business Services	\$ 39,580	\$ 21,604	54.6%	-2.5%
Education & Health	\$ 36,408	\$ 26,920	73.9%	6.9%
Leisure & Hospitality	\$ 12,295	\$ 9,292	75.6%	7.5%
Other services	\$ 20,207	\$ 18,019	89.2%	-1.6%
Public Administration	\$ 36,347	\$ 28,850	79.4%	-1.8%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

The ratio of jobs to wages is the reverse in industries such as the leisure and hospitality which provides 11.3 percent of the county's jobs (863) , but only 4.2 percent of the county's wages. The lower ratio in this industry is often related to a higher percentage of part-time and seasonal jobs. Nevertheless, leisure and hospitality is an important part of the county's economy. During 2004 the Wisconsin Department of Tourism estimated that nearly \$49.9 million tourism dollars were spent in Crawford County. The increase in tourism dollars was up over 9 percent in the county, compared to only a 0.6 percent increase for the State of Wisconsin.

2004 employment and wage distribution by industry in Crawford County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Private-sector Employers in Crawford County

Establishment	Product or Service	Size (Dec. 2004)
Cabela's Wholesale Inc	Mail-order houses	500-999 employees
3M Company	Abrasive product mfg.	500-999 employees
Miniature Precision Components Inc	All other plastics product mfg.	250-499 employees
Wal-Mart Associates Inc	Discount department stores	250-499 employees
Prairie du Chien Memorial Hospital	Child day care services	250-499 employees
Design Homes Inc	Prefabricated wood building mfg.	250-499 employees
Prairie Industries Inc	Packaging & labeling services	100-249 employees
Cabela's Retail Inc	Sporting goods stores	100-249 employees
Clinicare Corp	Residential mental & substance abuse care	100-249 employees
Dillman Equipment Inc	Construction equip. merchant whslrs	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Crawford County

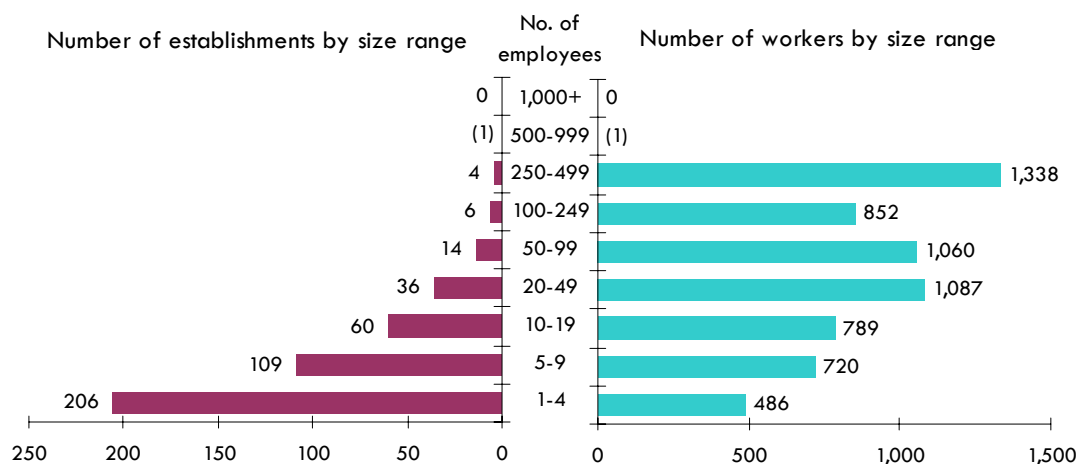
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Nonstore retailers	*	*	not avail.	not avail.
Wood product manufacturing	4	579	102	52
Nonmetallic mineral product mfg	*	*	not avail.	not avail.
Educational services	5	497	14	-13
Food services and drinking places	30	494	-12	-64
Plastics & rubber products manufacturing	*	*	not avail.	not avail.
Nursing and residential care facilities	6	429	31	-10
General merchandise stores	*	*	not avail.	not avail.
Justice, public order, & safety activity	4	273	11	67
Hospitals	*	*	not avail.	not avail.

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Crawford County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

On page three it was noted that manufacturing and the trade, transportation and utilities industries had the largest share of workers. The tables on this page show that the companies and industry groups in these sectors show up in the ten largest employers and industries list for the county. There are four businesses in the top ten employers from the trade industries and three from manufacturing. The mail-order business is very important in the county as reflected in both the largest employer table and the largest industry table.

Only private employers are listed in the largest employer list, if it had included all employers, it is likely that government and a school district along with the Department of Corrections would have been included. This is reflected in the top ten industry list which includes both educational services and executive, legislative and general government.

The graph on the bottom of this page indicates that the majority of the county's employers are small with fewer than 20 employees (72.6 percent), however, they provide 19.0 percent of the county's jobs. Over 51 percent of the jobs are with employers with 50 or more workers. These employers make up only 5.3 percent of the county's employer base.

Per Capita Personal Income

One other aspect of looking at the local economy is the per capita personal income (PCPI) in the county. Because the income is derived from all sources, it tells more than just what wages or types of jobs are available. The latest PCPI available is for the year 2003 when it was \$22,628 in Crawford County. The county's PCPI ranks 63rd among the state's 72 counties.

The county ranked 13th in its five-year growth rate. PCPI in the county was \$8,057 below the state, and \$8,844 below the nation.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings, dividends from holdings, accrued interest, rental property income, retirement benefits, social security and other government transfer payments.

The largest portion of PCPI is from net earnings. The lower PCPI in the county is a reflection of the lower average wages compared to the state, similar to many rural counties where wages are generally lower than in urban areas.

Total per capita income is influenced by sources of income other than wages. Net earnings make up 62.6 percent of total income in Crawford County, less than in the state where net earnings are 69.9 percent of total income. Total income in the county also includes income from dividends, interest, and rental property (17.5 percent), and transfer payments (19.9 percent).

The share of income from transfer payments, which is chiefly Social Security and Medicare payments, was well above the state average of 14.0 percent. This is a reflection of the county's population which is older than the state

and nation. Based on current population estimates the county's population aged 60 years and above, Crawford County has a five percent greater portion of the population in this age bracket. This is very close to the difference in the percentage of income coming from transfer payments between the state and county.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005